

## CLAIMS

### What is claimed is:

1. A associate web site shopping method implemented in a main web site, comprising the steps of:
- 5           providing the consumer a hyperlink element linking to the associate web site;
- transmitting a consumer ID and a confirmation code to the associate web site for verifying the consumer's identity when the consumer selects the hyperlink element;
- receiving trade information transmitted from the associate web site that is
- 10           related to a purchase action performed by the consumer regarding a commodity sold at the associate web site;
- billing to the consumer according to the trade information; and
- placing an order with the associate web site whereby the associate web site sends out the commodity according to the trade information.
- 15           2. The method of claim 1 further comprising the step of accepting the bill according to the trade information from the associate web site.
3. The method of claim 1 further comprising the step of providing the associate web site a confirmation mechanism for the associate web site to verify the consumer's identity before transmitting the ID and the confirmation code to the associate web site.
- 20           4. The method of claim 1 further comprising the step of accepting a confirmation message regarding the confirmation code from the associate web site after transmitting the ID and the confirmation code to the associate web site.
5. The method of claim 1, wherein the trade information includes the ID, the

confirmation code, the commodity data, and the commodity quantity.

6. The method of claim 1, wherein

the main web site further stores the receiver's name and the receiver's address;  
and

5 the associate web site sends out the commodity according to the receiver's  
name and the receiver's address.

7. A associate web site shopping method implemented in the associate web site, the  
method comprising the steps of:

10 receiving a consumer ID and a confirmation code transmitted from a main web  
site;

verifying the consumer's identity using the consumer ID and the confirmation  
code to verify that the consumer is hyperlinked from the main web site;

receiving a purchase action performed by the consumer about a commodity;

15 transmitting trade information related to the purchase action to the main web  
site;

receiving an order transmitted from the main web site; and

sending out the commodity according to the trade information.

8. The method of claim 7 further comprising the step of billing to the main web site  
according to the trade information.

20 9. The method of claim 7 further comprising the step of transmitting a confirmation  
message to the main web site after receiving the receiver's ID and the confirmation code.

10. The method of claim 7, wherein the trade information includes the ID, the

confirmation code, the commodity data, and the commodity quantity.

11. The method of claim 1, wherein

the main web site further stores the receiver's name and the receiver's address;  
and

5 the associate web site sends out the commodity according to the receiver's  
name and the receiver's address.